## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

| Serial Number  | 10/809,630   |
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| Confirmation Number  | 7478   |
| Filing Date  | 03/24/2004   |
| Title of Application   | Targeted Advertising in Conjunction With On-<br>Demand Media Content |
| First Named Inventor   | Daniel Danker  |
| Assignee   | Microsoft Corporation  |
| Group Art Unit   | 2426   |
| Examiner   | Joshua D. Taylor   |
| <b>Attorney Docket Number</b>                                  | MS1-1879US   |
| Nature of the Office Communication to which this is responding | Interview Summary  |
| <b>Date of the Office Communication</b>                        | 12/19/2009   |
| Nature of this Document  | Statement of Substance of Interview                                  |

## STATEMENT OF SUBSTANCE OF INTERVIEW HELD ON DECEMBER 9, 2008

To: Commissioner for Patents

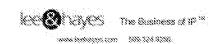
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Serial No.: 10/809,630 Atty Docket No.: MS1-1879US Atty/Agent: Clay D. Hagler



REMARKS

**Statement of Substance of Interview** 

[0001] Applicant requested an interview and Examiner Taylor and his supervisor,

Examiner Anan Shang, graciously talked with me—the undersigned representative for the

Applicant—on Dec. 09, 2008 via telephone. Applicant greatly appreciates the Examiner's

willingness to talk. Such willingness is invaluable to each of us in our common goal of

an expedited prosecution of this patent application.

[0002] During the interview, we had an extensive discussion about distinctions

between the cited prior art of record and the claims as filed on November 24, 2008. In

particular, we discussed the currently submitted amendments and their potential

allowability. Examiner Taylor indicated that he would closely examine the references in

light of our discussion and the previously-filed response.

Respectfully Submitted,

/Clay D. Hagler/ RegNo. 61,804

Dated: January 20, 2009

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